

**Lobbying Firm
Registration Statement**
(Government Code Section 86104)

Legislative Session 2009 2010 (Insert Years)	CALIFORNIA FORM 601 FAIR POLITICAL PRACTICES COMM. For Official Use Only
1/9	
NAME OF LOBBYING FIRM: SCHOOL INNOVATIONS & ADVOCACY	
If this is an initial registration, enter the DATE QUALIFIED as a Lobbying Firm: 12/01/2008	
BUSINESS ADDRESS: (Number and Street) (City) (State) (Zip Code) Rancho Cordova CA 95670	TELEPHONE NUMBER:
MAILING ADDRESS: (If different than above.) Sacramento CA 95814	FAX NUMBER: (Optional)
	E-MAIL: (Optional) sandram@sia-us.com

Type or Print in ink

SEE INSTRUCTIONS ON REVERSE

I Individual Lobbyists

- * List the full name of each partner, owner, officer or employee of your lobbying firm who is a lobbyist. Attach a Form 604 for each lobbyist.
- * Do not list any individual who is separately registered as a lobbying firm or who is employed by a lobbying firm with which you subcontract.
- * If your firm does not have a partner, owner, officer, or employee who qualifies as a lobbyist, state "not applicable."

Please see attached pages

II Lobbyist Employers

- * Use Section A to report each client with whom your firm has a direct contract to provide lobbying services.
- * Use Section B to report lobbying firms with which your firm subcontracts to provide lobbying services and the clients on whose behalf your firm will lobby.
- * Attach a Form 602 for each person identified in Section A or B.

Please see attached pages

Lobbying Firm Registration Statement

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CALIFORNIA
FORM

601

FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:
SCHOOL INNOVATIONS & ADVOCACY

2/9

III Statement of Responsible Officer

I am a partner, owner, or officer of the lobbying firm of School Innovations & Advocacy.

I am the person responsible for filing statements and reports and keeping records required by Chapter 6 of the Political Reform Act (Government Code Sections 81000-91015). I have read and understand the prohibitions contained in Sections 86203 and 86205.

86203. It shall be unlawful for a lobbyist or a lobbying firm to make gifts to one person aggregating more than ten dollars (\$10) in a calendar month, or to act as an agent or intermediary in the making of any gift, or to arrange for the making of any gift by any other person.

"Gift" as used in Section 86203 means a gift made directly or indirectly to any state candidate, elected state officer, or legislative official, or to an agency official of any agency required to be listed on the Registration Statement of the lobbying firm or the lobbyist employer of the lobbyist.

86205. No lobbyist or lobbying firm shall:

(a) Do anything with the purpose of placing any elected state officer, legislative official, agency official, or state candidate under personal obligation to the lobbyist, the lobbying firm, or the lobbyist's or the firm's employer.

(b) Deceive or attempt to deceive any elected state officer, legislative official, agency official, or state candidate with regard to any material fact pertinent to any pending or proposed legislative or administrative action.

(c) Cause or influence the introduction of any bill or amendment thereto for the purpose of thereafter being employed to secure its passage or defeat.

(d) Attempt to create a fictitious appearance of public favor or disfavor of any proposed legislative or administrative action or to cause any communication to be sent to any elected state officer, legislative official, agency official, or state candidate in the name of any fictitious person or in the name of any real person, except with the consent of such real person.

(e) Represent falsely, either directly or indirectly, that the lobbyist or the lobbying firm can control the official action of any elected state officer, legislative official, or agency official.

(f) Accept or agree to accept any payment in any way contingent upon the defeat, enactment, or outcome of any proposed legislative or administrative action.

VERIFICATION

I have used all reasonable diligence in preparing this Statement. I have reviewed this Statement and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed On 09/25/2009
DATE

By Kevin R. Gordon
SIGNATURE OF RESPONSIBLE OFFICER

Name of Responsible Officer _____
TYPE OR PRINT

Title President

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FAIR POLITICAL PRACTICES COMM.
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3/9

I Individual Lobbyists

- * List the full name of each partner, owner, officer or employee of your lobbying firm who is a lobbyist. Attach a Form 604 for each lobbyist.
- * Do not list any individual who is separately registered as a lobbying firm or who is employed by a lobbying firm with which you subcontract.
- * If your firm does not have a partner, owner, officer, or employee who qualifies as a lobbyist, state "not applicable."

KEVIN R. GORDON

PETER M. BIRDSALL

B. TERI BURNS

BARRETT G. SNIDER

SANDRA S. MORALES

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CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

SCHOOL INNOVATIONS & ADVOCACY

4/9

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number School Employers Association of California Irvine CA 92612 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/30/2004	Period of Contract Ongoing
Employer's Name, Address and Telephone Number San Diego Superintendent of Schools SAN DIEGO CA 9211 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 01/17/2005	Period of Contract Ongoing
Employer's Name, Address and Telephone Number Palos Verdes Peninsula Unified School District Palos Verdes Estates CA 90274 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 03/31/2005	Period of Contract Ongoing
Employer's Name, Address and Telephone Number Pomona Unified School District Pomona CA 91766 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 06/01/2005	Period of Contract Ongoing
Employer's Name, Address and Telephone Number San Bernardino County Superintendent of Schools San Bernardino CA 92410 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 07/01/2005	Period of Contract Ongoing
Employer's Name, Address and Telephone Number San Bernardino County District Advocates for Better Schools San Bernardino CA 92410-3093 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 07/01/2005	Period of Contract Ongoing

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM: SCHOOL INNOVATIONS & ADVOCACY	5/9
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II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number St. Helena Unified School District St. Helena CA 94574 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 02/01/2006	Period of Contract Ongoing
Employer's Name, Address and Telephone Number Santa Clara County Office of Education San Jose CA 95131 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 09/15/2006	Period of Contract ONGOING
Employer's Name, Address and Telephone Number CALIFORNIA ASSOCIATION OF LEADERS FOR CAREER PREPARATION DOWNEY CA 90242 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number K12 EDUCATION HERNDON VA 20107 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ONGOING
Employer's Name, Address and Telephone Number CALIFORNIA CONTINUATION EDUCATION ASSOCIATION SAN DIEGO CA 92115 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA LEAGUE OF HIGH SCHOOLS LONG BEACH CA 90803 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM: SCHOOL INNOVATIONS & ADVOCACY	6/9
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II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number CALIFORNIA LEAGUE OF MIDDLE SCHOOLS LONG BEACH CA 90803 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA ASSOCIATION OF IB WORLD SCHOOLS LA QUINTA CA 92253 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CENTINELA VALLEY UNION HIGH SCHOOL DISTRICT LAWNDALE CA 90260 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number EL DORADO COUNTY SUPERINTENDENT OF SCHOOLS PLACERVILLE CA 95667 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA ASSOCIATION FOR THE GIFTED CRESCENT CITY CA 95531 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA ADULT EDUCATION ADMINISTRATORS ASSOCIATION MONTEBELLO CA 90604 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

SCHOOL INNOVATIONS & ADVOCACY

7/9

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number CALIFORNIA ASSOCIATION OF REGIONAL OCCUPATIONAL CENTERS AND PROGRAMS FAIRFIELD CA 94533 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA ASSOCIATION OF SCHOOL COUNSELORS SAN BERNARDINO CA 92427 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number CALIFORNIA CONSORTIUM FOR INDEPENDENT STUDY SANTA ANA CA 92705 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/16/2006	Period of Contract ONGOING
Employer's Name, Address and Telephone Number SAN JUAN UNIFIED SCHOOL DISTRICT CARMICHAEL CA 95609 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/17/2006	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number SONOMA COUNTY SUPERINTENDENT OF SCHOOLS SANTA ROSA CA 95403 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/17/2006	Period of Contract ONGOING
Employer's Name, Address and Telephone Number SADDLEBACK VALLEY UNIFIED SCHOOL DISTRICT MISSION VIEJO CA 92691 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISTRATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 11/17/2006	Period of Contract ON-GOING

Lobbying Firm Registration Statement

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CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM: SCHOOL INNOVATIONS & ADVOCACY	8/9
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II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number ORANGE COUNTY DEPARTMENT OF EDUCATION COSTA MESA CA 92628 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 01/01/2007	Period of Contract ON-GOING
Employer's Name, Address and Telephone Number Franklin-McKinley Elementary School District San Jose CA 95112 Agencies to be Lobbied State Legislature California Department of Education State Board of Education - Governor's Office Dept. of Finance Legislative Analyst's Office California Commi - sion on Teacher Credentialing	Effective Date 04/01/2007	Period of Contract ONGOING
Employer's Name, Address and Telephone Number Paramount Unified School District Paramount CA 90723 Agencies to be Lobbied State Legislature Governor's Office Department of Education Department of Fina - nce Legislative Analyst's Office State Board of Education Commission on Teach - er Credentialing	Effective Date 04/30/2007	Period of Contract On-going
Employer's Name, Address and Telephone Number Los Angeles County Office of Education Downey CA 90242 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 10/01/2007	Period of Contract Ongoing
Employer's Name, Address and Telephone Number Orange Unified School District Orange CA 92867 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GISLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 12/01/2007	Period of Contract ongoing
Employer's Name, Address and Telephone Number Riverdeep Inc. LCC Carmichael CA 95608 Agencies to be Lobbied State Legislature	Effective Date 01/01/2008	Period of Contract Ongoing

Lobbying Firm Registration Statement

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CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

SCHOOL INNOVATIONS & ADVOCACY

9/9

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number North Orange County Regional Occupational Program Anaheim CA 92801 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GSLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 01/01/2008	Period of Contract Ongoing
Employer's Name, Address and Telephone Number Rocket Learning Miami FL 33169 Agencies to be Lobbied STATE LEGISLATURE / GOVERNOR'S OFFICE / DEPT. OF EDUCATION / DEPT. OF FINANCE / LE - GSLATIVE ANALYST'S OFFICE / STATE BOARD OF EDUCATION / CALIFORNIA COMMISSION ON TEACHER CREDENTIALING / OFFICE OF PUB	Effective Date 05/05/2008	Period of Contract ongoing
Employer's Name, Address and Telephone Number CASCWA Morro Bay CA 93442 Agencies to be Lobbied STATE LEGISLATURE/ GOVERNOR'S OFFICE/ DEPARTMENT OF EDUCATION/ DEPARTMENT OF FINANCE/ LEGISLATIVE ANALYST OFFICE/ STATE BOARD OF EDUCATION/ COMMISSION ON TE - ACHER CREDENTIALING/ OFFICE OF PUB	Effective Date 07/31/2009	Period of Contract Ongoing
Description of Employer's Lobbying Interests K-12 Education K-12 education services k-12 Education Services		